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## Summary Information

**Permit No:** F00052284 **Type of Permit:** FILMING **Release Date:** 05/08/2012

**Production Company** VIACOM INC

**Insured Company Name** VIACOM INC
Contact Phone No. 1 212-846-7715
Contact Phone No. 2 323-956-5000
Fax
Address 5555 MELROSE AVE.,
LOS ANGELES, California 90038

**Production Title** PEPSI LIVE FOR NOW

**Type of Production** Commercial - Standard

**Producer** Jeff Woodton

**Director** Kim Nguyen

**1st AD** Ryan Ramos

**Production Manager** Chris Zimmer

**FilmL.A. Coordinator** Naomi Kajiyama

**Location Manager** John Shaughnessy
Primary Phone Mobile - 818-512-1658
Secondary Phone Office - 310-314-1122

**Location Assistant** NA NA
Primary Phone Mobile - 555-555-5555
Secondary Phone

### Fees

| | |
|---|---|
| FILMLA FILM APPLICATION FEE | $625.00 |
| LA COUNTY - BEACH USE | $400.00 |
| LA CITY DEPT OF REC AND PARKS - FILM USE FEE | $900.00 |
| LA CITY DEPT OF REC AND PARKS PARK MONITOR FEE | $494.00 |
| LA CITY FIRE SAFETY OFFICER | $448.00 |
| LA CITY FIRE DEPARTMENT SPOT CHECK SURCHARGE | $85.00 |
| LA CITY DEPT OF REC AND PARKS MONITOR ADMIN FEE | $152.00 |

**Total Permit Fee** $3,104.00

**Number of Locations** 8

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## Summary Information — Location



**Permit Number** F00052284
**Production Company** VIACOM INC
**Insured Company** VIACOM INC
**Production Title** PEPSI LIVE FOR NOW

**Location Manager** John Shaughnessy
Primary Phone Mobile - 818-512-1658
Secondary Phone Office - 310-314-1122

**Location Address** Ocean Front Walk, Rose Ave - Washington Blvd, Los Angeles, CA, 90291

**Location Type** Park

**Location Description** Boardwalk

**Film Dates** 5/9/2012 - 5/9/2012 13:00 - 19:00 1 day

**Open or Closed to the Public** Open

**Generic Conditions**
Must comply with attached Beaches and Harbors Conditions
Must comply with attached conditions
Must comply with attached Rec & Park Conditions
Must Maintain 5' Clearance on Sidewalks/Walkways
Must maintain local/emergency access
No cast or crew parking on area streets
No interference with merchant activity
No interference with vehicular or pedestrian traffic

**Please see attached documents**
Viacom.Pepsi.52284.AL.pdf
Viacom.Pepsi.52284.CHEVIOT.BWALK.pdf
Venice Area January 2010.pdf

**Equipment on Location**

| Type | Quantity |
|---|---|
| 5 or 10 ton trucks | 2 |
| Cast/Crew vehicles | 25 |
| Cube Trucks | 2 |
| Generator | 1 |
| Honey Wagons | 1 |
| Motor Homes | 1 |
| Vans | 3 |

**Personnel on Location**

| Type | Quantity |
|---|---|
| Cast | 5 |
| Crew | 40 |
| LA City UFSO assigned | 29263 |
| Rec & Park Monitor required | 1 |

**Filming Activities** Exterior Dialogue; Walk and talk; Talent on bikes;

**Jurisdiction** **Political:** Los Angeles City - Council District 11 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

**Thomas Guide** **Page:** 671 **Grid:**

**Approvals**

| | |
|---|---|
| LOS ANGELES CITY DEPARTMENT OF REC & PARKS - FILM OFFICE | Wendy Morales |
| LOS ANGELES POLICE DEPARTMENT | Mark Buck |
| LOS ANGELES CITY FIRE DEPARTMENT - FILM UNIT | Jazmyn Davis |

**Coordinator Note**
No stopping/setting up/parking in front of merchants without prior approval
No blocking of exits/entrances
May not compromise fire/emergency protection systems without presence of UFSO

**Coordinator Note** 1 park monitor required (plus 2 hrs admin fees)

**Coordinator Note** UFSO required per Insp Owens; UFSO required 5/9 1300-1900 hrs

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## Summary Information — Location



| | | | |
|---|---|---|---|
| **Permit Number** | F00052284 | **Location Manager** | John Shaughnessy |
| **Production Company** | VIACOM INC | Primary Phone | Mobile - 818-512-1658 |
| **Insured Company** | VIACOM INC | Secondary Phone | Office - 310-314-1122 |
| **Production Title** | PEPSI LIVE FOR NOW | | |

**Parking**

**Base Camp**
Location Type : Other Location
ROSE AVE LOT - LA COUNTY PARKING LOT
300 Ocean Front Walk, Los Angeles, CA, 90291

**Crew Parking**
Location Type : Other Location
ROSE AVE LOT - LA COUNTY PARKING LOT
300 Ocean Front Walk, Los Angeles, CA, 90291

**Parking Notes**
Rose Av MPI lot (50 spaces)

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## Summary Information — Location



| | | | |
|---|---|---|---|
| **Permit Number** | F00052284 | **Location Manager** | John Shaughnessy |
| **Production Company** | VIACOM INC | Primary Phone | Mobile - 818-512-1658 |
| **Insured Company** | VIACOM INC | Secondary Phone | Office - 310-314-1122 |
| **Production Title** | PEPSI LIVE FOR NOW | | |

**Location Address** Rose Av., Lincoln Blvd., Washington Blvd., Ocean Frton Walk; inclusive (Excluding State freeways/highways, Abbot Kinney Blvd., Unincorporated Los Angeles County), Los Angeles, CA, 90291

**Location Type** Driving grid

**Film Dates** 5/9/2012 - 5/9/2012 07:00 - 22:00 1 day

**Open or Closed to the Public** Open

**Generic Conditions**
All Vehicles must be parked legally.
Equipment vehicles may park on one side of street
May not interfere with adjacent traffic lanes
Must comply with attached Beaches and Harbors Conditions
Must comply with attached conditions
Must Maintain 5' Clearance on Sidewalks/Walkways
Must maintain local/emergency access
No cast or crew parking on area streets
No interference with merchant activity
Number of uniformed officers listed on the permit is a minimum requirement. Permittee remains responsible for deploying a sufficient number of uniformed officers to provide traffic and crowd control to ensure the safety of the film crew and the public.

**Equipment on Location**

| Type | Quantity |
|---|---|
| Camera cars | 1 |
| Generator | 1 |
| Picture vehicles | 1 |
| Stakebed Trucks | 1 |
| Vans | 1 |

**Personnel on Location**

| Type | Quantity |
|---|---|
| Cast | 5 |
| Crew | 10 |
| Off-Duty/Retired LAPD Officer(s) | 2 |

**Filming Activities** Camera in car; Camera on sticks; Car-to-Car; Drive by; Drive ups & away; Driving shots; Equipment on sidewalk, in curb lane & across street; Exterior Dialogue; Intermittent pedestrian control; Intermittent traffic control - 2 minutes standard (except 0600hrs-0900hrs & 1500hrs-1800hrs; Running & tow shots.;

**Jurisdiction** **Political:** Los Angeles City - Council District 11 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

**Thomas Guide** **Page:** 671 **Grid:**

**Approvals** LOS ANGELES POLICE DEPARTMENT Mark Buck

**Coordinator Note**
It is the responsibility of the permittee to be aware of the special condition areas, which are excluded from this grid location (a complete list of special condition areas can be found at www.filmla.com )
No stopping/setting up/parking in front of merchants without prior approval
May not interfere with other production companies or special events
No blocking of exits/entrances/driveways
No cabling or light setups
May not compromise fire/emergency protection systems without presence of UFSO
Must obtain separate permits for use of any Los Angeles County or Los Angeles City facilities
A minimum of 1 LAPD officer is required for ITC and a separate officer is required for IPC for each street and each direction of traffic

**Parking** **Base Camp** ROSE AVE LOT - LA **Crew Parking** ROSE AVE LOT - LA

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## Summary Information — Location

**Location 2 of 8** 

| | | | |
|---|---|---|---|
| **Permit Number** | F00052284 | **Location Manager** | John Shaughnessy |
| **Production Company** | VIACOM INC | Primary Phone | Mobile - 818-512-1658 |
| **Insured Company** | VIACOM INC | Secondary Phone | Office - 310-314-1122 |
| **Production Title** | PEPSI LIVE FOR NOW | | |

| | | | |
|---|---|---|---|
| Location Type : Other Location | COUNTY PARKING LOT<br>300 Ocean Front Walk, Los Angeles, CA, 90291 | Location Type : Other Location | COUNTY PARKING LOT<br>300 Ocean Front Walk, Los Angeles, CA, 90291 |

**Parking Notes**
Rose Av MPI lot (50 spaces)

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## Summary Information — Location



**Permit Number** F00052284
**Production Company** VIACOM INC
**Insured Company** VIACOM INC
**Production Title** PEPSI LIVE FOR NOW

**Location Manager** John Shaughnessy
Primary Phone Mobile - 818-512-1658
Secondary Phone Office - 310-314-1122

**Location Address** 2551 Motor Ave, Los Angeles, CA, 90064

**Location Name** CHEVIOT HILLS PARK

**Location Type** Park

**Location Description** LA CITY/CHEVIOT HILLS PARK

**Film Dates** 5/9/2012 - 5/9/2012 07:00 - 14:00 1 day

**Open or Closed to the Public** Open

**Generic Conditions**
Must comply with attached Rec & Park Conditions
Must Maintain 5' Clearance on Sidewalks/Walkways
Must maintain local/emergency access
No cast or crew parking on area streets
No interference with merchant activity
No interference with vehicular or pedestrian traffic

**Equipment on Location**

| Type | Quantity |
|---|---|
| 5 or 10 ton trucks | 2 |
| Cast/Crew vehicles | 25 |
| Cube Trucks | 2 |
| Generator | 1 |
| Honey Wagons | 1 |
| Motor Homes | 1 |
| Vans | 3 |

**Personnel on Location**

| Type | Quantity |
|---|---|
| Cast | 5 |
| Crew | 40 |
| Rec & Park Monitor required | 1 |

**Filming Activities** Exterior Dialogue; Walk and talk;

**Jurisdiction** **Political:** Los Angeles City - Council District 05 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

**Thomas Guide** **Page:** 632 **Grid:** F5

**Approvals** LOS ANGELES CITY DEPARTMENT OF REC & PARKS - FILM OFFICE — Wendy Morales
LOS ANGELES POLICE DEPARTMENT — Mark Buck

**Coordinator Note** 1 park monitor required (plus 2 hrs admin fees)

**Parking**
**Base Camp**
Location Type : Filming Location

**Crew Parking**
Location Type : Filming Location

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## Summary Information — Location



**Permit Number** F00052284
**Production Company** VIACOM INC
**Insured Company** VIACOM INC
**Production Title** PEPSI LIVE FOR NOW

**Location Manager** John Shaughnessy
Primary Phone Mobile - 818-512-1658
Secondary Phone Office - 310-314-1122

**Location Address** 300 Ocean Front Walk, Los Angeles, CA, 90291

**Location Name** ROSE AVE LOT - LA COUNTY PARKING LOT

**Location Type** Parking Lot

**Location Description** MODERN PARKING - ROSE AV LOT

**Film Dates** 5/9/2012 - 5/9/2012 11:00 - 22:00 1 day

**Open or Closed to the Public** Open

**Generic Conditions**
Must comply with attached Beaches and Harbors Conditions
Must comply with attached conditions
Must Maintain 5' Clearance on Sidewalks/Walkways
Must maintain local/emergency access
No cast or crew parking on area streets
No interference with merchant activity
No interference with vehicular or pedestrian traffic

**Equipment on Location**

| Type | Quantity |
|---|---|
| 5 or 10 ton trucks | 2 |
| Cast/Crew vehicles | 25 |
| Cube Trucks | 2 |
| Generator | 1 |
| Honey Wagons | 1 |
| Motor Homes | 1 |
| Vans | 3 |

**Personnel on Location**

| Type | Quantity |
|---|---|
| Cast | 5 |
| Crew | 40 |

**Filming Activities** Exterior Dialogue; Walk and talk; Talent on sand; Camera and equipment on sand adjacent to Rose Lot; Gators and 4x4 on sand for equipment transportation;

**Jurisdiction** **Political:** Los Angeles City - Council District 11 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

**Thomas Guide** **Page:** 671 **Grid:** G5

**Location Notes** All production companies must contact parking management prior to film date and make arrangements for parking, payments and staffing (see parking lot guidelines attached). All production vehicles must display a parking receipt on dashboard of vehicles and must only enter lots during approved/authorized dates and times. Failure to display parking receipts on dashboard of vehicle or unauthorized entry will result in a parking citation.
No parking, blocking and/or staging in handicap spaces, electric charging stations or Pay & Display machines.
All companies must contact Parking Management at (213) 482-8400 prior to film date to make arrangements for parking (see parking guidelines)

**Approvals** LOS ANGELES COUNTY DEPARTMENT OF BEACHES & HARBORS — Dona Kordich
LOS ANGELES POLICE DEPARTMENT — Mark Buck

**Coordinator Note** No water activity

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## Summary Information — Location



| | | | |
|---|---|---|---|
| **Permit Number** | F00052284 | **Location Manager** | John Shaughnessy |
| **Production Company** | VIACOM INC | Primary Phone | Mobile - 818-512-1658 |
| **Insured Company** | VIACOM INC | Secondary Phone | Office - 310-314-1122 |
| **Production Title** | PEPSI LIVE FOR NOW | | |

No driving shots on sand
Gators/4x4s are for equipment transportation only and must be returned to parking lot when not in use

**Parking**

**Base Camp**
Location Type : Filming Location

**Parking Notes**
Rose MPI lot (50 spaces) 5/9 0700-2200 hrs

**Crew Parking**
Location Type : Filming Location

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## Summary Information — Location



**Permit Number** F00052284
**Production Company** VIACOM INC
**Insured Company** VIACOM INC
**Production Title** PEPSI LIVE FOR NOW

**Location Manager** John Shaughnessy
Primary Phone Mobile - 818-512-1658
Secondary Phone Office - 310-314-1122

**Location Address** 1200 Ocean Front Walk, Los Angeles, CA 90291

**Location Name** VENICE BEACH (1200)

**Location Type** Beach

**Film Dates** 5/9/2012 - 5/9/2012 11:00 - 22:00 1 day

**Open or Closed to the Public** Open

**Generic Conditions**
Must comply with attached Beaches and Harbors Conditions
Must comply with attached conditions
Must Maintain 5' Clearance on Sidewalks/Walkways
Must maintain local/emergency access
No cast or crew parking on area streets
No interference with merchant activity
No interference with vehicular or pedestrian traffic

**Please see attached documents**
ParkingGuidelines_2012-03-01.pdf
1GenFilmPermitConditions_2012-03-01.pdf
VeniceBeach_SpecialFilmingConditions_2012-03-01.pdf

**Equipment on Location**

| Type | Quantity |
|---|---|
| 5 or 10 ton trucks | 2 |
| Cast/Crew vehicles | 25 |
| Cube Trucks | 2 |
| Generator | 1 |
| Honey Wagons | 1 |
| Motor Homes | 1 |
| Vans | 3 |

**Personnel on Location**

| Type | Quantity |
|---|---|
| Cast | 5 |
| Crew | 40 |

**Filming Activities** Exterior Dialogue; Walk and talk; Talent on sand; Camera and equipment on sand; Gators and 4x4 on sand for equipment transportation;

**Jurisdiction** **Political:** Los Angeles County - Supervisor District 3 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

**Thomas Guide** **Page:** 672 **Grid:** G6

**Location Notes** All production companies must contact parking management prior to film date and make arrangements for parking, payments and staffing (see parking lot guidelines attached). All production vehicles must display a parking receipt on dashboard of vehicles and must only enter lots during approved/authorized dates and times. Failure to display parking receipts on dashboard of vehicle or unauthorized entry will result in a parking citation.
No parking, blocking and/or staging in handicap spaces, electric charging stations or Pay & Display machines.
All companies must contact parking management at (310) 821-1081 prior to film date to make arrangements for parking (see parking guidelines)

**Approvals**

| | |
|---|---|
| LOS ANGELES COUNTY DEPARTMENT OF BEACHES & HARBORS | Dona Kordich |
| LOS ANGELES POLICE DEPARTMENT | Mark Buck |

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## Summary Information — Location



| | | | |
|---|---|---|---|
| **Permit Number** | F00052284 | **Location Manager** | John Shaughnessy |
| **Production Company** | VIACOM INC | Primary Phone | Mobile - 818-512-1658 |
| **Insured Company** | VIACOM INC | Secondary Phone | Office - 310-314-1122 |
| **Production Title** | PEPSI LIVE FOR NOW | | |

**Coordinator Note** FILMING NEAR ROSE TOWER
No water activity
No driving shots
Gators/4x4s are for equipment transportation only and must be returned to parking lot when not in use

**Parking**

**Base Camp**
Location Type : Filming Location

**Parking Notes**
Rose MPI lot (50 spaces) 5/9 0700-2200 hrs

**Crew Parking**
Location Type : Filming Location

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## Summary Information — Location



| | | | |
|---|---|---|---|
| **Permit Number** | F00052284 | **Location Manager** | John Shaughnessy |
| **Production Company** | VIACOM INC | Primary Phone | Mobile - 818-512-1658 |
| **Insured Company** | VIACOM INC | Secondary Phone | Office - 310-314-1122 |
| **Production Title** | PEPSI LIVE FOR NOW | | |

**Location Address** 10 frwy., Washington Blvd., Pacific Av., inclusive (Excluding State freeways/highways, Cities of Santa Monica and Culver City, and Unincorporated Los Angeles County), Los Angeles, CA, 90066

**Location Type** Driving grid

**Film Dates** 5/9/2012 - 5/9/2012 07:00 - 22:00 1 day

**Open or Closed to the Public** Open

**Generic Conditions**
All Vehicles must be parked legally.
Equipment vehicles may park on one side of street
May not interfere with adjacent traffic lanes
Must comply with attached Beaches and Harbors Conditions
Must comply with attached conditions
Must Maintain 5' Clearance on Sidewalks/Walkways
Must maintain local/emergency access
No cast or crew parking on area streets
No interference with merchant activity
Number of uniformed officers listed on the permit is a minimum requirement. Permittee remains responsible for deploying a sufficient number of uniformed officers to provide traffic and crowd control to ensure the safety of the film crew and the public.

**Equipment on Location**

| Type | Quantity |
|---|---|
| Camera cars | 1 |
| Generator | 1 |
| Picture vehicles | 1 |
| Stakebed Trucks | 1 |
| Vans | 1 |

**Personnel on Location**

| Type | Quantity |
|---|---|
| Cast | 5 |
| Crew | 10 |
| Off-Duty/Active LAPD Officer(s) | 2 |

**Filming Activities** Camera in car; Camera on sticks; Car-to-Car; Drive by; Drive ups & away; Driving shots; Equipment on sidewalk, in curb lane & across street; Exterior Dialogue; Intermittent pedestrian control; Intermittent traffic control - 2 minutes standard (except 0600hrs-0900hrs & 1500hrs-1800hrs; Running & tow shots.;

**Jurisdiction** **Political:** Los Angeles City - Council District 11 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

**Approvals** LOS ANGELES POLICE DEPARTMENT Mark Buck

**Coordinator Note**
It is the responsibility of the permittee to be aware of the special condition areas, which are excluded from this grid location (a complete list of special condition areas can be found at www.filmla.com )
No stopping/setting up/parking in front of merchants without prior approval
May not interfere with other production companies or special events
No blocking of exits/entrances/driveways
No cabling or light setups
May not compromise fire/emergency protection systems without presence of UFSO
Must obtain separate permits for use of any Los Angeles County or Los Angeles City facilities
A minimum of 1 LAPD officer is required for ITC and a separate officer is required for IPC for each street and each direction of traffic

**Parking**

| | | | |
|---|---|---|---|
| **Base Camp** | ROSE AVE LOT - LA COUNTY PARKING LOT | **Crew Parking** | ROSE AVE LOT - LA COUNTY PARKING LOT |
| Location Type : Other Location | 300 Ocean Front Walk, Los | Location Type : Other Location | 300 Ocean Front Walk, Los |

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## Summary Information

## Location



| | | | |
|---|---|---|---|
| **Permit Number** | F00052284 | **Location Manager** | John Shaughnessy |
| **Production Company** | VIACOM INC | Primary Phone | Mobile - 818-512-1658 |
| **Insured Company** | VIACOM INC | Secondary Phone | Office - 310-314-1122 |
| **Production Title** | PEPSI LIVE FOR NOW | | |

Angeles, CA, 90291 Angeles, CA, 90291

**Parking Notes**
Rose Av MPI lot (50 spaces)

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## Summary Information — Location



**Permit Number** F00052284
**Production Company** VIACOM INC
**Insured Company** VIACOM INC
**Production Title** PEPSI LIVE FOR NOW

**Location Manager** John Shaughnessy
Primary Phone Mobile - 818-512-1658
Secondary Phone Office - 310-314-1122

**Location Address** W Pico Blvd., S Robertson Blvd., 10 frwy., 405 frwy., inclusive (Excluding State freeways/highways), Los Angeles, CA, 90067

**Location Type** Driving grid

**Film Dates** 5/9/2012 - 5/9/2012 07:00 - 22:00 1 day

**Open or Closed to the Public** Open

**Generic Conditions**
All Vehicles must be parked legally.
Equipment vehicles may park on one side of street
May not interfere with adjacent traffic lanes
Must comply with attached Beaches and Harbors Conditions
Must Maintain 5' Clearance on Sidewalks/Walkways
Must maintain local/emergency access
No cast or crew parking on area streets
No interference with merchant activity
Number of uniformed officers listed on the permit is a minimum requirement. Permittee remains responsible for deploying a sufficient number of uniformed officers to provide traffic and crowd control to ensure the safety of the film crew and the public.

**Equipment on Location**

| Type | Quantity |
|---|---|
| Camera cars | 1 |
| Generator | 1 |
| Picture vehicles | 1 |
| Stakebed Trucks | 1 |
| Vans | 1 |

**Personnel on Location**

| Type | Quantity |
|---|---|
| Cast | 5 |
| Crew | 10 |
| Off-Duty/Retired LAPD Officer(s) | 2 |

**Filming Activities** Camera in car; Camera on sticks; Car-to-Car; Drive by; Drive ups & away; Driving shots; Equipment on sidewalk, in curb lane & across street; Exterior Dialogue; Intermittent pedestrian control; Intermittent traffic control - 2 minutes standard (except 0600hrs-0900hrs & 1500hrs-1800hrs; Running & tow shots.;

**Jurisdiction** **Political:** Los Angeles City - Council District 10 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

**Thomas Guide** **Page:** 632 **Grid:**

**Approvals** LOS ANGELES POLICE DEPARTMENT Mark Buck

**Coordinator Note**
It is the responsibility of the permittee to be aware of the special condition areas, which are excluded from this grid location (a complete list of special condition areas can be found at www.filmla.com )
No stopping/setting up/parking in front of merchants without prior approval
May not interfere with other production companies or special events
No blocking of exits/entrances/driveways
No cabling or light setups
May not compromise fire/emergency protection systems without presence of UFSO
Must obtain separate permits for use of any Los Angeles County or Los Angeles City facilities
A minimum of 1 LAPD officer is required for ITC and a separate officer is required for IPC for each street and each direction of traffic

**Parking**

| | | | |
|---|---|---|---|
| **Base Camp** | | **Crew Parking** | |
| Location Type : | ROSE AVE LOT - LA COUNTY PARKING LOT | Location Type : | ROSE AVE LOT - LA COUNTY PARKING LOT |

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## Summary Information

## Location

**Location 7 of 8**



| | | | |
|---|---|---|---|
| **Permit Number** | F00052284 | **Location Manager** | John Shaughnessy |
| **Production Company** | VIACOM INC | Primary Phone | Mobile - 818-512-1658 |
| **Insured Company** | VIACOM INC | Secondary Phone | Office - 310-314-1122 |
| **Production Title** | PEPSI LIVE FOR NOW | | |

| | | | |
|---|---|---|---|
| Other Location | 300 Ocean Front Walk, Los Angeles, CA, 90291 | Other Location | 300 Ocean Front Walk, Los Angeles, CA, 90291 |

**Parking Notes**
Rose Av MPI lot (50 spaces)

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## Summary Information — Location



**Permit Number** F00052284
**Production Company** VIACOM INC
**Insured Company** VIACOM INC
**Production Title** PEPSI LIVE FOR NOW

**Location Manager** John Shaughnessy
Primary Phone Mobile - 818-512-1658
Secondary Phone Office - 310-314-1122

**Location Address** Washington Blvd., Culver Blvd., Lincoln Blvd., inclusive (Excluding State freeways/highways, City of Culver City, and Unincorporated Los Angeles County),, Los Angeles, CA, 90066

**Location Type** Driving grid

**Film Dates** 5/9/2012 - 5/9/2012 07:00 - 22:00 1 day

**Open or Closed to the Public** Open

**Generic Conditions**
All Vehicles must be parked legally.
Equipment vehicles may park on one side of street
May not interfere with adjacent traffic lanes
Must comply with attached Beaches and Harbors Conditions
Must comply with attached conditions
Must Maintain 5' Clearance on Sidewalks/Walkways
Must maintain local/emergency access
No cast or crew parking on area streets
No interference with merchant activity
Number of uniformed officers listed on the permit is a minimum requirement. Permittee remains responsible for deploying a sufficient number of uniformed officers to provide traffic and crowd control to ensure the safety of the film crew and the public.

**Equipment on Location**

| Type | Quantity |
|---|---|
| Camera cars | 1 |
| Generator | 1 |
| Picture vehicles | 1 |
| Stakebed Trucks | 1 |
| Vans | 1 |

**Personnel on Location**

| Type | Quantity |
|---|---|
| Cast | 5 |
| Crew | 10 |
| Off-Duty/Active LAPD Officer(s) | 2 |

**Filming Activities** Camera in car; Camera on sticks; Car-to-Car; Drive by; Drive ups & away; Driving shots; Equipment on sidewalk, in curb lane & across street; Exterior Dialogue; Intermittent pedestrian control; Intermittent traffic control - 2 minutes standard (except 0600hrs-0900hrs & 1500hrs-1800hrs; Running & tow shots.;

**Jurisdiction** **Political:** Los Angeles City - Council District 11 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

**Thomas Guide** **Page:** 672 **Grid:**

**Approvals** LOS ANGELES POLICE DEPARTMENT Mark Buck

**Coordinator Note**
It is the responsibility of the permittee to be aware of the special condition areas, which are excluded from this grid location (a complete list of special condition areas can be found at www.filmla.com )
No stopping/setting up/parking in front of merchants without prior approval
May not interfere with other production companies or special events
No blocking of exits/entrances/driveways
No cabling or light setups
May not compromise fire/emergency protection systems without presence of UFSO
Must obtain separate permits for use of any Los Angeles County or Los Angeles City facilities
A minimum of 1 LAPD officer is required for ITC and a separate officer is required for IPC for each street and each direction of traffic

**Parking** **Base Camp** ROSE AVE LOT - LA **Crew Parking** ROSE AVE LOT - LA

NOT A PERMIT

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

## Summary Information — Location



**Permit Number** F00052284
**Production Company** VIACOM INC
**Insured Company** VIACOM INC
**Production Title** PEPSI LIVE FOR NOW

**Location Manager** John Shaughnessy
Primary Phone Mobile - 818-512-1658
Secondary Phone Office - 310-314-1122

| | | | |
|---|---|---|---|
| Location Type : Other Location | COUNTY PARKING LOT 300 Ocean Front Walk, Los Angeles, CA, 90291 | Location Type : Other Location | COUNTY PARKING LOT 300 Ocean Front Walk, Los Angeles, CA, 90291 |

**Parking Notes**
Rose Av MPI lot (50 spaces)

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## Appointment of Film Permits Unlimited, Inc.
## As Authorized Agent and representative

I certify that I am a representative of Viacom Inc. /MTV NETWORKS ("Principal") and am authorized to enter into binding contractual agreements on it's behalf. I further certify that I am authorizes by Principal to appoint other representatives and agents for Principal and to give such representatives and agents authority to enter into and bind Principal to agreements relating to the issuance of and compliance with location film (e.g. theatrical, television, commercial and other motion picture filming) and still photographic permits, including the permits themselves and any riders to such permits. Acting on behalf of Principal in my capacity as its authorized representative, I appoint Film Permits Unlimited, Inc. and it's employees and agents ("FPU") as Principal's authorized representatives and agents to apply for location film (e.g. theatrical, television, commercial and other motion picture filming) and still photographic permits on behalf of Principal through Film L.A, Inc., any city and county, or through any other jurisdiction: to negotiate, discuss, accept, modify, agree to and bind Principal to the terms and conditions of such permits (including all restrictions and /or community guidelines applicable to any such permit): and to execute such permits on behalf of Principal. Principal understands, acknowledges and agrees that it (and/or its insurer) remains responsible and liable for all obligations imposed by or incidental to any permit or rider issued to Principal signed by an employee or agent of (including any coordinator, runner or messenger used by) FPU. Principal further agrees to comply with the terms and conditions of any such permits and hereby appoints FPU as an authorized representative to facilitate compliance with such terms and conditions following issuance of any such permits and to enter into agreements for Principal with respect thereto. Any person, agency, entity, or organization (including Film L.A., Inc. and any city county or other jurisdiction) may rely upon this appointment and need not obtain further authorization for any act described herein. An original or faxed copy of this appointment shall be sufficient, and may be treated as an original for all purposes. The appointment may be revoked by Principal at any time in writing, but in any case, shall expire one (1) year from the date of execution set forth below.

I declare under penalty of perjury under the laws of the State of California that I am authorized to appoint FPU as agent for Principal, and based upon that authority I hereby appoint FPU as Principal's agent as set forth herein.

Dated: 5/7/2012

Viacom Inc./MTV NETWORKS
Name of Principal

By: [signature]
Representative's Signature

John P. Shaughnessy
Print Representative's Name

Location Manager
Representative's title

Viacom Inc./MTV Networks
1515 Broadway NY NY 10036
Principal's Address

(212)846-6000
Principal's Telephone

F212 846 8525

**Film Permits Unlimited, Inc.**
**Phone (818) 347-9929**
**Fax (818) 347-9784**

**Please sign and fax back**
**Principal = Name of Company**

NOT A PERMIT

PARK FILM OFFICE
City of Los Angeles, Department of Recreation and Parks
4730 Crystal Springs Drive, (Mail Stop 664)
Los Angeles, California 90027
Telephone: (323) 644-6220 Fax: (213) 847-6056

## Film Production Guidelines

**Welcome to the City of Los Angeles, Department of Recreation and Parks (Department). In our partnership to protect the environmental integrity of our parks the Park Film Office is providing guidelines to ensure a safe and successful film shoot. Please review and provide copies of these guidelines to the appropriate responsible persons. Thank you for the continuous use of our parkland.**

- Okay to film at Cheviot Hills on 5/9/12 7am-2pm
- Okay to have tour bus in parking lot adjacent to grass area baseball diamond.
- Ok to have craft table setup in parking lot adjacent to grass area.
- Ok to base camp at Cheviot Hills North East Lot.
- Must maintain access thru parking lot at all times.
- Production Crew is not allowed to park in Handicap spaces without a placard.
- May not block entrance or exits.
- Cannot impede park patrons from park activities.
- Cannot interfere, prevent, or clear park patrons from the location of filming.
- May not drive on any park service road or grassy areas unless approved.
- Ok for monitor to conduct 2 minute pedestrian control while cameras are rolling only.
- Production Crew must watch for sprinkler heads and valve boxes in the grass.

**VENICE BOARDWALK:**

- Ok to film on the Venice Boardwalk 5/9/12 1pm-7pm.
- Cannot impede park patrons from park activities.
- Cannot interfere, prevent, or clear park patrons from the location of filming.
- Production Company does not have permission to remove or move existing landscape.
- Maintenance has the right of way at all times.

It is the company's responsibility to distribute these guidelines to all crew members. These are general guidelines for the area and are subject to change depending on your request.
5/8/2012

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- Company must be aware that Boardwalk might be dirty with regards to high patron traffic.
- **May not shoot In the Recreation Center unless prior arrangements are made with the Recreation Director or any of the taped off grassy areas.**
- Production Company must work around street vendors and existing businesses.
- Vehicles and/or heavy equipment are not allowed on turf areas unless prior approval is given by the Park Film Office.
- Production companies must provide their own restroom and trash receptacles. The City dumpsters and trash cans cannot be used so all self-generated trash has to be removed and disposed of off-site.
- Film permits do not provide exclusive use of a park or recreation area.
- Service roads, parking lot driveway access, handicap or electric vehicle designated parking stalls may not be blocked or restricted. Emergency vehicle access lanes must be maintained in parking lots and park streets at all times.
- Due to underground plastic irrigation lines and trees having shallow root systems, staking or drilling into turf, rocks, trees or asphalted areas is not permissible unless prior approval is given by the Park Film Office. This approval will be noted in the permitted guidelines.
- Locked park gates can only be accessed by a Park Film Office Monitor. Security of open gates must be provided by the permitted company. Any equipment that is permitted to stay overnight must be guarded by the permitted company's security group.
- Alterations to natural or manmade surroundings or content of the park are not permissible unless documented in these specific guidelines. The permit holder is financially responsible for all remediation should there be any damage or unauthorized alteration to Department property. The remediation and cost of will be determined by the Park Film Office.
- A Park Film Office Monitor(s) may be assigned to the permitted location. Their job is to ensure guidelines are followed, liaison between park patrons, other City employees and a communication link between Permitee and the Park Film Office for any additional needs or authorizations. When the Park Film Office is closed the Park Film Monitor has the authority and responsibility to modify these guidelines within the parameters given to them by their supervisor. The Park Film Monitor has access 24/7 to contact their supervisors if needed. The Permitee will be required to adhere to the instructions, restrictions and requests given by the Park Film Monitor.
- Smoking is prohibited on all Department properties. An exception has been made for permitted film production companies to smoke in areas that are designated by the Fire Safety Officer or Park Film Monitor. If a Fire Safety Officer or Park Film Monitor is not assigned to the Permitee there will be no smoking with the exception of an actor smoking while performing or as part of the scene.
- A designated smoking area may not be near any patron activity or facility. Large buckets of sand or water must be placed in this area for disposal of tobacco or tobacco related products. The designated smoking area may be revoked or not allowed depending on weather and location conditions. Failure to comply with the smoking restrictions may result in a fine.

**VIACOM / PEPSI LIVE FOR NOW F-52284**

**CHEVIOT HILLS / Venice Boardwalk Rose to Washington**

It is the company's responsibility to distribute these guidelines to all crew members. These are general guidelines for the area and are subject to change depending on your request.

5/8/2012

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**SPECIAL FILMING CONDITIONS**
**VENICE AREA**

*The Special Filming Conditions described below will be included in the terms and conditions of permits issued for filming in this area and are in addition to the standard terms and conditions applicable to filming permits generally. While these Special Filming Conditions will be included as terms if a permit for filming in this area is issued, they are not intended to, and do not, establish the criteria or standards for determining whether or not a particular permit (or permits) will be issued for this area. The decision whether or not a particular permit (or permits) will be issued is vested in the discretion of the appropriate City or County department or their designees (including FilmL.A., Inc.), to be exercised consistent with public health, safety and general welfare, and applicable land-use ordinances.*

For purposes of these guidelines the Venice area is Santa Monica City limits to the north, Lincoln Boulevard to the East, Pacific Ocean to the west and Washington Boulevard to the South (including the Strand which is Pacific Avenue, Washington Boulevard, Via Marina, and the Pacific Ocean)

- **Affected residents and merchants must be notified at least two (2) days in advance of the first day of filming or the first day of any substantial set preparation.** *Permit requests must be submitted at least three (3) days in advance.*

- **Filming on holidays and weekends is generally not permitted**, especially during the summer. Exemptions may be granted on a case-by-case basis. Factors such as size of company, exact location and scope of intended filming, time of year, and anticipated impact on local parking will be considered when reviewing requests for such exemptions.

- **No vehicles shall be driven or parked on Ocean Front Walk between the hours of 10:00 a.m. and 7:00 p.m**. unless approved by The Department of Recreation and Parks.

- **Speedway shall not be used for parking of vehicles or equipment and must remain open to emergency vehicles.**

- **All vehicles and equipment (including private automobiles) associated with the production company shall be legally parked unless specific exemption is granted by the film permit.** No vehicles or equipment shall be permitted to park on Ocean Front Walk or the Venice Recreation Area property unless approved by The Department of Recreation and Parks. The use of private parking lots is strongly encouraged. Publicly owned parking lots in the area are managed by PCI parking and must be added to the filming permit and cleared with the appropriate agency.

- **Use of Los Angeles County beach parking lots have the following restrictions:**

    - **The Washington Boulevard lot is restricted to parking only between 7:00 a.m. and 10 p.m**. No community survey will be allowed for additional hours.
    - **Rose Avenue and Venice Boulevard lots require a community survey from affected residential buildings for any activity (parking or filming) prior to 7:00 a.m or after 10:00 p.m.**

- **Traffic control on all area streets shall be limited to a maximum of two (2) minutes.**

- **It is the responsibility of the production company to deploy sufficient police officers to ensure that traffic flow in the area is not unreasonably hindered.**

- **Additional Special Filming Conditions apply to filming on Washington Boulevard between Pacific Avenue and the Venice Pier, Abbot Kinney Boulevard, and Venice Beach.**

FilmL.A. Inc. PERMIT

# PARKING GUIDELINES
# FOR THE USE OF COUNTY PARKING LOTS
# OPERATED BY PARKING MANAGEMENT COMPANY

1. Companies must make parking arrangements for parking in L.A. County parking lots with DBH's parking contractor prior to first film date.

2. All production companies must have prior authorization for in/out parking privileges in any L.A. County parking lot. Arrangements must be made in advance with DBH's parking contractor. Film companies paying upon entry, without prior arrangements, will not be allowed in and out privileges.

3. All production vehicles must display a parking receipt on dashboard of vehicles and must only enter lots during approved/authorized dates and times. Failure to display parking receipts on dashboard of vehicle or unauthorized entry will result in a parking citation.

4. The production company may not block public or emergency access or park vehicles in any front row adjacent to local businesses at Venice Beach at any time (see parking lot maps).

5. The production company is prohibited from parking in disabled parking spaces, short-term metered parking and from blocking any pay stations at any time (no exceptions).

6. A walkthrough is to be conducted after the production company has parked all of its vehicles. This walkthrough is to be done by the location manager (or designated representative) and a parking contractor supervisor to determine the exact number of spaces being utilized and that number is called into the parking contractor's office. The location manager must make arrangements to meet again with the parking contractor supervisor at a designated time to confirm spaces prior to vacating the parking lot and again that number is called into the parking contractor's office.

7. The production company will be invoiced for any additional spaces occupied by cast/crew members' cars, equipment vehicles and cone-off spaces.

8. Production companies wanting to use parking spaces at one of the parking contractor operated parking lots on the beach or in the Marina del Rey area must contract the parking contractor directly (310.821.1081) and speak with office management. Normal business hours are Monday through Friday, 8:00 a.m. to 5:00 p.m.

9. Parking fees are not included on film permits. A film permit number must be provided to the parking contractor and the contractor will provide the production company estimated charges for the use of the parking lot(s). Payment arrangements must be made with the parking contractor directly at least one business day prior (and before 4:00 p.m.) for the use of the parking lot(s).

10. Cancellation of a parking contract must be done at least one day prior. Refunds will be given within ten to twelve weeks.

11. A parking contract does not constitute a film permit.

12. Sign removal in L.A. County parking lots is prohibited.

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# General Film Permit Conditions

1. Production company must have a finalized copy of the film permit, including General Film Permit Conditions and Parking Lot Guidelines on set at all times.

2. If use of Maintenance or Lifeguard personnel is required, it must be reflected on the permit and call times indicated. Lifeguards require 24-hour notice to be hired with a 4-hour minimum requirement. Maintenance also requires 24-hour notice to be hired. A County Lifeguard is required for any filming that occurs on a beach or parking lot after hours (2200-0600 hrs). There is an 8-hour minimum for all after hours filming.

3. Filming requests will be approved on a case-by-case basis.

4. Companies must cover and/or fly cables over pedestrian walkways and turf areas.

5. Filming must not interfere with Lifeguard or Maintenance activities at any time and must not interfere with scheduled beach or park activities or special events.

6. May not block public or emergency access at any time.

7. No catering or craft services allowed on pedestrian walkways or bike path.

8. No animals allowed unless prior approval from DBH, FilmL.A., and local municipal Animal Control office and is indicated on permit. All dogs must remain on leashes and off sand when not filming.

9. No driving scenes allowed on sand or turf areas.[1]

10. Tent use must be indicated on permit. No staking into parking lot. Sandbags or closed water containers must be used for anchoring items on the sand.

11. Emergency access area (marked in red) cannot be used at any time. Exceptions subject to review and approval by DBH Parking and the Fire Department/Lifeguards.

12. All water activities require a Lifeguard to be hired with a minimum of 4 hours of service.

13. Production company may be required to hire a FilmL.A. Monitor if the production or filming negatively impacts public safety or beach operations.

14. Production personnel must be assigned to power cables and/or coned off areas when posing a safety concern.

15. A safety officer must be assigned to motorized equipment when on the sand.

16. Filming and clean-up must be complete by 10:00 p.m. unless otherwise authorized by DBH.

[1] Excludes Dockweiler State Beach

NO PERMIT

17. No chemicals on the beach or in the water unless approved by the Director and Fire Chief.

18. Production companies must remove all trash and debris resulting from activity.

19. Playback and amplified sound must be kept to moderate levels after 10:00 p.m. so long as not to disturb nearby residents. Prior approval required from DBH and FilmL.A.[2]

20. Lifeguard towers must be indicated on permit.

21. Digging holes in the sand less than 4 feet deep must be approved by the Director and indicated on permit. Production companies must secure holes in the sand by providing trench shoring, an exclusionary zone with caution tape, staging safety personnel outside the exclusionary zone for rapid rescue, a harness and safety rigging for any person in the trench.

22. All personal motorized watercrafts and vessels must remain 300 yards from the shoreline.

23. No launching or landing of personal motorized watercrafts or vessels from beach.[3]

24. For safety purposes, flagmen are required for all heavy equipment, machinery, and vehicles that are operated on the beach, including during the loading and unloading of filming equipment on the beach.

25. Proof of insurance meeting each jurisdiction involved is required.

26. Community Surveys must be obtained from residences before filming is permitted to take place between the hours of 10 p.m. to 7:00 a.m. Survey radius will be determined by FilmL.A. based on production activity and parking.

27. Use of 4-wheel drive vehicles on the beach are approved for equipment transporting only. No joy riding in vehicles on the beach at any time. Vehicle speed is limited to 5 m.p.h. at all times.

28. In the event of flowing storm drains, film shoots with water activity may be suspended for a period up to 72 hours due to high bacteria levels in ocean waters. Production companies may also be denied access to certain areas on the beach where there is sewage or required storm drain cleanup by DBH Maintenance staff. These decisions will be made by DBH in consultation with L.A. County Lifeguards and FilmL.A.

29. If a situation arises in which the Lifeguard Captain deems unsafe, a consultation with the on-scene production manager will be conducted to determine safer alternatives. Filming will be suspended until safety measures are adopted.

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[2] Playback and amplified sound is not allowed at Burton Chace Park
[3] Exclusions for personal motorized watercrafts at Venice Beach

# Special Filming Conditions for Los Angeles County Beaches

## VENICE BEACH

*The Special Filming Conditions described below will be included in the terms and conditions of permits issued for filming in this area and are in addition to the standard terms and conditions applicable to filming permits generally. While these Special Filming Conditions will be included as terms if a permit for filming in this area is issued, they are not intended to, and do not, establish the criteria or standards for determining whether or not a particular permit (or permits) will be issued for this area. The decision whether or not a particular permit (or permits) will be issued is vested in the discretion of the appropriate City or County department or their designees (including FilmL.A., Inc.), to be exercised consistent with public health, safety and general welfare, and applicable land-use ordinances.*

These conditions have been drafted by the Los County Department of Beaches & Harbors to help facilitate filming on Los Angeles County Beaches.

- For the Venice Blvd. & Rose Avenue lots, no arrival prior to 7:00 a.m. or staying past 10:00 p.m. unless Community Surveys of the residential buildings have been obtained. For the Washington Blvd. lot, companies will not be allowed into the lot prior to 7:00 a.m. or after 10:00 p.m. No exceptions.
- Equipment vehicles larger than 33 feet in length parking in the Venice Boulevard Beach parking lot must have flagman for safety purposes when crossing over the bike path. Companies may also be required to pay for a parking attendant.
- Equipment vehicles may not park on bike path that goes through the Venice Boulevard beach parking lot at any time.
- The production company may not block public or emergency access or park vehicles in any front row adjacent to local businesses at Venice Beach at any time.
- All equipment must be 10 feet from bike path.
- Companies must fly cables over bike path.
- Generator(s) must be facing the water side of the parking lot at Washington Blvd.
- Companies must keep base of Venice Pier clear of all equipment and persons while filming on the pier.
- No trucks larger than 40 feet will be allowed in parking lot.
- No filming, blocking or parking on access ramps or storm drains.
- Must have a safety person present when driving in lot.
- No filming at Breakwater Lifeguard tower.
- No film requests from Memorial Day weekend to Labor Day from Breakwater Lifeguard tower to the 26th Avenue Lifeguard tower.

<u>Launching and Landing of Personal Motorized Watercrafts</u>:

- Production companies will be allowed to launch and land personal motorized watercrafts (not vessels) at the south end of Venice Beach at the North Channel Lifeguard tower, from October through March.
- Production companies may use the north jetty pedestrian walkway for the purposes of towing personal motorized watercrafts down to the beach. For safety purposes, the use of flagmen or retired/off-duty police officers are required to ensure the safety of pedestrians and beachgoers while towing vehicles are on the walkway.
- After launching, personal motorized watercrafts must remain 300 yards off shore.
- Vessels must remain 300 yards off shore.

NOT A PERMIT

- Personal motorized watercrafts and vessels must not impede the ingress and egress of boat traffic at the Marina del Rey Channel entrance.

- For film shoots with the use of personal motorized watercrafts in scenes, such watercrafts must remain 300 yards off shore and production company must hire two Lifeguards. One Lifeguard will serve as the operator of the Los Angeles County Lifeguard personal motorized watercraft. The operator will be on the water to monitor the shoot and keep a lookout for public safety. The other Lifeguard will serve as an in-the-water rescuer. Production company may also be required to hire shore-based Lifeguards.

- Unusual requests for use of personal motorized watercrafts will be evaluated on a case-by-case basis.

- On the day of the shoot, if water/weather conditions are unsafe for scenes with the use of personal motorized watercrafts, Lifeguards have the authority to cancel the shoot.

NOT A PERMIT